

Message Text

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PAGE 01 SINGAP 02768 270533Z

12

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FM AMEMBASSY SINGAPORE

TO USDOC WASHDC

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AMEMBASSY KUALA LUMPUR

UNCLAS SINGAPORE 2768

E.O. 11652: N/A

TAGS: BEXP, SN

SUBJ: OIM MARKET RESEARCH BID-SHIPBUILDING AND SHIPREPAIR
EQUIPMENT, SINGAPORE.

REF: A) STATE A4276

B) SINGAPORE 2615

C) USDOC 9215

D) KUALA LUMPUR 2804

1. POST SOLICITED BID PROPOSALS ON SUBJECT MARKET
RESEARCH FROM THREE FIRMS.

2. BIDS WERE RECEIVED FROM ALL THREE FIRMS:

A. ASI MARKET RESEARCH PTE. LTD. SUBMITTED A
PROPOSAL FOR S \$9,600 OR US \$4,000. ASI'S PROPOSAL
CALLS FOR 50 INTERVIEWS WITH MAJOR END-USERS,
IMPORTERS AND DISTRIBUTORS INCLUDING GOVERNMENT
OFFICES. THEIR BID PROPOSAL APPEARS TO CONCENTRATE
ON SHIPBUILDING AND REPAIR WITH VERY LITTLE EMPHASIS
ON OTHER END-USER INDUSTRIES GIVEN IN MARKET
RESEARCH SPECS.

B. SGV-GOH TAN PTE. LTD. SUBMITTED BID FOR
S\$10,000. SGV-GOH WILL CONDUCT 30 INTERVIEWS,
PRIMARILY IN THE SHIPBUILDING AND REPAIR SECTOR.
SGV-GOH ALSO PROPOSES NARROWED DOWN PRODUCT AND
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PAGE 02 SINGAP 02768 270533Z

INDUSTRY COVERAGE. THEY PROPOSE THAT SURVEY BE LIMITED

SPECIFICALLY TO MAJOR EQUIPMENT USED BY SHIPBUILDING
AND REPAIR INDUSTRIES.

C. P.A. MANAGEMENT IN ESSENCE SUBMITTED TWO PROPOSALS.
THE FIRST ALTERNATIVE IS LIMITED IN SCOPE AND CONCENTRATES
HEAVILY ON SHIPBUILDING AND REPAIR. ALTERNATIVE ONE
ENCOMPASS DESK RESEARCH FOR ALL ENDUSER INDUSTRIES BUT
LIMITS FIELD WORK TO SHIPBUILDING AND REPAIR INDUSTRY.
TOTAL OF 21 INTERVIEWS WOULD BE CONDUCTED. PRICE FOR
ALTERNATIVE ONE IS S\$7,200 OR US \$3,000. ALTERNATIVE TWO
WOULD INCLUDE ADDITIONAL 15 PERSONAL INTERVIEWS WITH OTHER
END-USER INDUSTRIES AS WELL AS 50 TELEPHONE INTERVIEWS.
PRICE FOR THIS PACKAGE IS S\$11,850 OR US \$4,950.

3. COMMENTS ON QUALIFICATIONS ABOVE FIRMS GIVEN IN REFTEL B.

4. IN LIGHT OF REF C AND D, EMBASSY HAS RECONSIDERED
PREVIOUS RECOMMENDATION THAT ASI BE AWARDED CONTRACT FOR
AUTOMOTIVE RESEARCH. EMBASSY UNDERSTANDS ASI HAS NOW
SUBMITTED OVERDUE MALAYSIAN TIMBER INDUSTRIES RESEARCH.
IF AMEMB KUALA LUMPUR AND OIM BELIEVE QUALITY OF THIS
STUDY ACCEPTABLE THEN ASI SHOULD BE CONSIDERED FOR
SINGAPORE AUTOMOTIVE STUDY. IF KL AND OIM BELIEVE IT UNWISE
TO GRANT ASI FURTHER CONTRACTS AT THIS POINT, EMBASSY
RECOMMENDS SGV-GOH BE AWARDED CONTRACT FOR AUTOMOTIVE
MAINTENANCE AND SERVICE EQUIPMENT MARKET RESEARCH.

5. EMBASSY RECOMMENDS P.A. MANAGEMENT BE AWARDED CONTRACT
FOR SHIPBUILDING AND REPAIR RESEARCH. EMBASSY FEELS CONTRACT
SHOULD BE AWARDED FOR ALTERNATIVE TWO, I.E. COMPLETE RESEARCH ON
ALL END-USERS SINCE SHIPBUILDING AND REPAIR EQUIPMENT BEING
CONSIDERED FOR MAJOR USDOC EXHIBITION. IF CONTRACT EXECUTED
IN LOCAL CURRENCY SUGGEST USDOC WORK ON BASIS OF US \$1-\$2.40.

6. BIDS FOR SHIPBUILDING AND REPAIR RESEARCH POUCHED JUNE 26.
GRANT

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